



Data and Privacy File Guides

AppleCare Support Emails

July 2022

File name AppleCare Support Emails.csv

File description Email exchanges between a customer and an Apple advisor regarding a repair or case.

Why Apple keeps this information Apple retains this information to facilitate providing support to the user.

Plan Protection Provider Apple is providing any AppleCare Services data we hold on behalf of your Protection Plan Provider. If AppleCare Services data files are provided, they will be identified with your Protection Plan Provider's name.

Field Name	Details
Case ID	Unique number for the customer's support session
Email	The email address of the customer emailing Apple for support
Email Content	Full email content exchanged between Apple and the individual regarding the specific Case ID
First Name	The first name of the customer emailing Apple for support
Last Name	The last name of the customer emailing Apple for support
Serial Number	Serial number of the device under review in the support email
TimeStamp	Date and time of when Apple sends an email to the customer or an email is received from the customer